



Partner: Content and Code
Web Site: www.contentandcode.com
Customer Size: 45
Country or Region: United Kingdom
Industry: Professional services – IT services

Partner Profile

Headquartered in London, Content and Code provides business-intelligence and collaboration solutions based on Microsoft® Office SharePoint® Server 2007 to customers in the following sectors: financial, retail and manufacturing, travel, service, communication and media, government, public, and non-profit.

Software and Services

- Products
 - Microsoft® Office SharePoint Server 2007
 - Microsoft SQL Server™ 2005
 - Microsoft Office SharePoint Portal Server 2003
 - Microsoft® Content Management Server 2002
 - Microsoft BizTalk® Server 2002
 - Microsoft Windows Server® 2003
- Technologies
 - Microsoft .NET Framework 3.0
 - Microsoft Windows® SharePoint Services

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Search and Portal Provider Boosts Growth with Migration to Microsoft Products

“[T]he more we focus on Microsoft, the faster we grow.”

Tim Wallis, Chief Executive Officer, Content and Code

Content and Code, a leader in business-intelligence, collaboration, and search solutions based on Microsoft® Office SharePoint® Server 2007, migrated from a Java and Oracle development environment to one based exclusively on Microsoft technologies. With this move, and its participation in the Microsoft Partner Program, the company has enhanced its reputation as an innovator, expanded business opportunities, cut adoption costs, and maintained a 90 percent record of winning project pitches and a 100 percent growth rate over a period of five years.

Business Needs

Since its founding in 2001, Content and Code has grown to become a leading provider in the United Kingdom of intranets and portals, content-managed Web sites, extranets, e-commerce sites, search engines, document-management systems, and related solutions for business intelligence and collaboration.

As Tim Wallis, Chief Executive Officer at Content and Code, explains, the company also has grown into a virtually 100-percent Microsoft shop after an initial focus on Java and Oracle. “In the company’s early years we were proud of being technology independent, but when the dot-com boom

went bust, our customers, then based largely in the public sector, wanted solutions with more affordable and predictable licensing arrangements,” he says. “They also wanted the kind of support available for technologies from larger and more established companies.”

Solution

In response, Wallis and other Content and Code executives evaluated technologies from Microsoft, especially Microsoft® Content Management Server 2002, and liked what they saw. As they began to develop more and more solutions on that product, they incorporated Microsoft Office SharePoint® Portal Server 2003, the

Microsoft SQL Server™ database software, and Microsoft Office applications into the Content and Code product line.

Over this period, Content and Code also joined the Microsoft Partner Program, becoming a member in 2002 and a Gold Certified Partner in 2005. Eventually, the company shifted its focus entirely to Microsoft and became a major supplier of solutions based on the Microsoft .NET Framework 2.0 and 3.0.

Today, Content and Code is a renowned developer of innovative add-ins for Microsoft Office SharePoint Server 2007. It also is considered the United Kingdom's top managed service provider for Office SharePoint Server 2007 and is the country's first company to launch a large intranet based on that product.

Benefits

Through its use of Microsoft technologies and participation in the Microsoft Partner Program, Content and Code enjoys technology and business benefits ranging from enhanced market stability to wider access to technical talent—all of which lead to greater profitability and competitiveness.

- **A powerful foundation for innovation.** Using the extensive search capabilities in Microsoft Office SharePoint Server 2007, Content and Code is pioneering a powerful search add-in for use in both internal and external portal applications. As Ryan D'Souza, Marketing Manager at Content and Code, says, "We believe our new search solution will change the way that people perform searches, and will open a new chapter of growth for Content and Code."
- **Enhanced market stability.** With the help of the fully integrated Microsoft offering,

Content and Code can offer customers comprehensive solutions with a simplified approach to licensing and support. "By offering a single solution, license, and source of support to cover a customer's entire portal, intranet, or business-intelligence needs, for example, we have a compelling argument, one that enhances our reputation for stability," D'Souza says.

- **Expanded business opportunities.** As a Microsoft partner, Content and Code has early access to the Microsoft roadmap and new product releases, which helps the company reach new customers. "We made a highly favorable impression on one prospective customer by previewing a Web site that we built with an early version of Windows® Presentation Foundation in the .NET Framework 3.0," D'Souza reports. "Such events play a big role in helping us win new business."

Through the Microsoft Partner Program, Content and Code also holds demonstrations at Microsoft offices for large audiences of upper-level technology executives. "In the beginning, we used the demonstrations to convince early customers of the benefits of moving to a Microsoft environment," D'Souza explains. "Today, we use these demonstrations to add weight to our company's reputation, and to help us maintain our 90-percent win record on project pitches, even against much larger competitors."

- **Rapid development and deployment.** Wallis says that by basing solutions on Microsoft technologies, Content and Code "definitely" enjoys lower development costs and shorter time-to-market. "In a single month we created four Web sites from start to finish, something we never could have done without the Microsoft

.NET Framework 3.0 and Microsoft Office SharePoint Server 2007," he adds. "Moreover, thanks to the familiar Microsoft Office user interface, front-end development and adoption are easier, enabling us to provide administration and training for half the cost of doing the same in a non-Microsoft environment."

- **Accessible training, abundant talent.** Training internally is highly effective, too, thanks to the special access to Microsoft courses that comes with being a Gold Certified Partner. "With Microsoft-led training, we are 6 to 12 months ahead in developing and delivering solutions based on new products," Wallis says. "This is a tremendous competitive advantage."

Wallis summarizes by saying that migrating to Microsoft technologies and joining the Microsoft Partner Program are the best business decisions he and his colleagues ever made.

"With Microsoft technologies, we can offer more competitive price points, more affordable licensing, and an integrated environment that is easier to support," Wallis reports. "It's hard to pinpoint how much all this factors into our 100-percent growth rate of recent years, but I truly believe that the more we focus on Microsoft, the faster we grow."